

What We're Watching 2023 Snapshot

Te Mana
Whakaatu
CLASSIFICATION OFFICE

Kōrero tahi.
Mātaki tahi.

Te Mana Whakaatu – Classification Office asked New Zealanders a set of key questions about their experiences and attitudes towards age ratings and content warnings used for movies, TV shows and video games.

The results help us to identify strengths and gaps in our approach to classification.

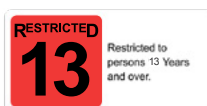


Knowledge of age ratings

75% correctly identified that the 'M' symbol means a movie is more suitable for mature audiences.

63% correctly identified that 'Restricted Rating' symbols mean a movie is not suitable for younger audiences.

58% correctly identified that the 'PG' symbol means a movie is generally suitable but younger children may need parental guidance.



Importance of age rating info

61% believe that age ratings are **about right**.

20% believe age ratings are **too lenient**.

10% believe age ratings are **too strict**.

Among those who helped choose content for a child or young person:

79% said that **content warnings** are important (this figure was higher among women and older people).

74% said that **age ratings** are important (this figure was higher among older people).



Support for additional content warnings

68% said it would be helpful to include warnings for **sexual harassment or unwanted sexual behaviour** (74% among those who helped choose content for a child or young person).

59% said it would be helpful to include warnings for **racist behaviour or stereotypes** (64% among those who helped choose content for a child or young person).

For video games specifically:

58% said it would be helpful to be warned about **in-game purchases** (67% among those who helped choose content for a child or young person).

57% said it would be helpful to be warned about **simulated gambling** (62% among those who helped choose content for a child or young person).



Online safety and harmful content

65% agreed that it's hard to protect children from **inappropriate or harmful online content**.

56% said they felt they knew enough to help the **whānau stay safe**.

41% find it hard to **avoid seeing harmful or offensive content online**.

34% agreed that websites and social media sites provide the tools and features needed to **stay safe online**.

52% **do not trust** social media sites to remove dangerous, violent or harmful material.



METHODOLOGY AND REPORTING

Results in this report are based upon questions asked in AK Research's nation-wide online omnibus survey conducted from 15–20 March 2023.

Respondents were asked about New Zealand age ratings/classifications used for movies, shows/TV series and video games. The question set was developed by Te Mana Whakaatu – Classification Office.

The sample size for the online survey was n=1018, with the margin of error for a 50% figure at the 95% confidence level being $\pm 3.1\%$.

All numbers are shown rounded to zero decimal places. Specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.

This report contains key findings from the survey. The full report is available on request.

The figures in this snapshot are not directly comparable with those in our previous *What We're Watching* reports due to different samples and methodology. We intend for future snapshots to be comparable year-on-year.